COMPREHENSIVE SOCIAL MEDIA ARCHIVING COMPLIANCE

ArchiveSocial

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INTRODUCTION

Government agencies and school districts across the country are taking control of the narrative online by increasing their social media presence. This growth comes as residents across the country are using social media as the preferred channel for receiving news and communicating with their community leaders. But as these conversations between public entities and residents expand, the need to protect them in compliance with public records laws has only grown in importance. Yet many public entities' use of social media fails to account for public record laws in their social media policies.

> *It has become critical for agencies to find a reliable solution to preserving their social media for public records.*

Public entities need a solution that ensures the authenticity of records to meet legal and compliance requirements. A solution that captures records regardless of how, when, or what content is posted. A solution that helps public entities enjoy increased engagement while controlling their narrative online. A solution that is easy to use and quick to implement.

ARCHIVESOCIAL IS THE SOLUTION.

THE LEGAL BASIS FOR ARCHIVING

Social media is a public record in all 50 states, and public entities must be prepared to respond to public records requests for all their public and ancillary pages.

Courts across the country continue to rule that the social media pages used by government agencies, politicians, and school districts fall under public records laws. These laws are meant to promote transparency between governments and the people they serve, and states have adopted public records laws that include social media records.

Public record laws state that public entities are responsible for responding to FOIA/Open Records requests related to social media and website content. Accurate recordkeeping for compliance includes preserving metadata, comments (even if edited or deleted), and original content exactly as it happened across all of your social media platforms and website pages.

Complying with these laws can cost thousands a year, and endless hours of time. But managing your entire online presence doesn't have to be hard. By automatically capturing and preserving your data in one secure location, you'll never miss a post or comment, and can quickly find and respond to records requests, in the exact formats you need. Saving dramatically on public records costs, and increasing your transparency. Archiving ensures compliance with public records laws, FOIA/open records requests, eDiscovery and litigation readiness, GDPR & CCPA, and social media retention requirements.

City to hire new staff for record requests

October 2020 – Elgin Courier

The city and police department of Elgin, Texas started to receive 20-30 FOIA requests per week and so far, paid over $18k in fees for legal counsel for these public information requests. The city has "faced a significant challenge of addressing an inordinate amount" of open records requests. To help, they plan to hire two public information officers (PIO), whose salary would be around $40k-$50k.

Poway Schools Face $400,000 Cory Briggs Legal Bill After Losing Facebook-Blocking Lawsuit

February 1, 2021 – TimesofSanDiego.com

Two board members of Poway Unified School District, CA utilized extensive word filters to preclude comments on their Facebook pages and argued they were "non-governmental, one-way bulletin boards". The district is now facing more than $400,000 in legal fees after a federal court ruled against the blocking of users and comments on social media.

Irvine Mayor Settles for Over $120,000 Over Facebook Blocking & Deleting Comments

January 12, 2021 – LATimes.com

The city of Irvine, CA settled a First Amendment lawsuit against former Mayor, Christina Shea over blocking a resident on Facebook after he posted comments on her personal page following protests. The lawsuit claimed Shea "violated First Amendment rights by blocking his ability to engage in open discussion," and Shea was asked to unblock the resident and to cease deleting critical comments. "The city settled for nearly $40,000. Irvine also spent more than $80,000 in legal fees."

HOW RECORDS ARE LOST
(OR, THE "ONLINE IS FOREVER" FALLACY)

Many people think that once something is online, it is there forever. This is simply not true for social media, and the platforms make no guarantees to retain content and make it available to you.

In a 2020 study using a sample set of over 500 customers and more than 55 million social media posts, ArchiveSocial found that over 4 million of those records were no longer discoverable online less than 12 months later – a surprising 1 in 12 of the records had been deleted! Luckily, those public entities archived their social media and still had access to those lost records.

HOW DOES A RECORD GET "LOST" OR DELETED?
- If a comment is deleted, all the replies to that comment also disappear.
- If the user deletes their profile, all of their content is also deleted.
- If a comment violates platform rules and policy, the platform reserves the right to delete comments or entire profiles.
- Your own social media policy may have guidelines requiring some content to be deleted.

The social networks were built to facilitate the online connection of billions of private citizens to one another. They are not built for, nor bound to, public records laws, and have no legal obligation to retain records. As a result, most social media networks do not have built-in support for compliance and archiving. ArchiveSocial was purpose-built to allow these regulated organizations to utilize social networks to engage with their constituents in a rich and compliant manner.

THE SOLUTION

Tailored to your public entity, ArchiveSocial captures your social media presence in-context and in-near-real-time, so you can manage and access your online data in one secure location, and quickly find and produce the content you need whenever you need it with advanced search and custom tagging. And it doesn't matter if your public entity just started social media today or has had an established presence for years. Our continuous archive retroactively captures and preserves content from the time an account was established, so you can see the full history of your accounts.

Specialization in social media is our core advantage.

Our archiving solution addresses specific challenges related to the capture of records from social networking platforms and preserves social media records in a manner that satisfies long-term public entity requirements. ArchiveSocial consistently provides the most detailed archive to protect government agencies and school districts across the globe from incomplete information.

They are proactive and always helpful. We recently had a random SEC audit and ArchiveSocial provided the requested information in the format needed quickly. Thank you for taking care of us and not expecting me to be an expert.

Deborah Carroll from Bland Garvey, P.C.

BENEFITS

ArchiveSocial helps you:

- **Save Time.** Reduce human error and avoid time-consuming administrative work by automating your archiving process, and find answers quickly with smart filters and automated tags for deleted, edited, and hidden content.

- **Save Money.** Respond to record requests of any size and create reports quickly by finding the data you need, whenever you need it, with a solution proven to provide enormous cost savings.

- **Get Total Visibility.** See the full history of your accounts, manage your entire online presence, and collaborate with different access levels in one secure, centralized location.

- **Gain Complete Control.** Improve overall efficiency with control over your online data, and define the retention period of records through custom disposition rules for flexibility while maintaining compliance.

- **Stay Compliant.** Ensure compliance with social media retention requirements and your state's public records law, and easily respond to FOIA, eDiscovery, and litigation requests.

- **Have Peace of Mind.** Streamline your social content documentation and eliminate surprises with active monitoring that alerts you on account connection, so you always know what data is being captured.
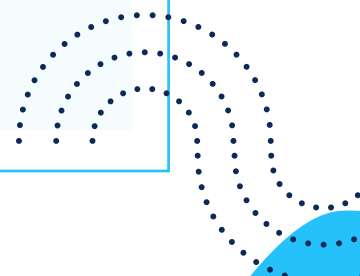
FEATURES

ArchiveSocial connects directly with today's most popular social media platforms to pull your social media accounts and web pages into a secure, personal archive. The continuous solution automatically captures and preserves each post, image, video, story, mention and comment, for every single social media page, profile, and group managed by your public entity. As well as the pages and profiles your entity engages with, across all of your platforms.

ArchiveSocial automatically detects edited, hidden, and deleted content across networks. This information, while critical to maintaining accurate records, is generally not reported by social networks, but ArchiveSocial captures it all.

We never miss a record with our authentic in near-real-time capture, and by using real-time API on sites, such as Facebook and Instagram, we can capture conversations in seconds. So that 100% of your records are captured directly from their social network in their native format along with full technical metadata and digital signatures. Our solution helps government agencies and school districts see their whole presence online while minimizing the risk of losing records.

ArchiveSocial's robust feature set includes:

Comprehensive Archiving. Connect directly with your social media platforms to capture and preserve all content your public entity posts and engages with, in one secure location.

Near Real-Time Capture. Capture various content formats in full resolution and near-real-time, even if it's been edited, deleted, or hidden.

Advanced Search. Find and export the records you need quickly with filters, keywords, and custom and automated tags that let you organize and easily manage your content.

On-Demand Data. Get access to your data at any time to support requests and easily produce reports for your monthly record volumes, connected accounts, and plan usage.

Blocked Lists Management. Create and maintain a single list of all blocked users and pages, for all of your managed accounts, with clear timelines and supporting evidence to defend your actions.

Accurate Context Preservation. Replay any record in its original context, and ensure its authenticity with digital signatures, timestamps, and unmodified metadata.

BLOCKED LISTS

As digital transformation accelerates, public communicators are faced with misinformation, combative viewpoints, and extremist speech. These types of comments make it extremely tempting for public officials to block users. But as we've seen occur so often in the news, blocking users is also the number one way folks get afoul with First Amendment lawsuits, and public entities must be able to prove who is blocked and why they blocked them. Because even if a record is deleted or hidden, or a user is blocked, it still must be retained. Unfortunately, social networks don't report this information and it can be very difficult to tell when something has been hidden or edited. Not only does this lead to a compliance gap, but it can also remove any examples of trolling that caused you to block a user.

This is exactly why ArchiveSocial created Blocked Lists, to protect your entity from trolls or First Amendment related requests. Not only does Blocked Lists let you get a handle on who you've blocked and what records are associated with these users, but it also lets you see who everyone else in your organization is blocking, even for accounts you may not normally have access to, so you can ensure your internal policy is followed correctly and even help avoid legal risk. With Blocked Lists, you can monitor and manage every blocked user and page in one secure place - your archive! And with advanced search, you can quickly find and export this data whenever you need it, along with the comments that resulted in the block.

Typically blocking is viewed as a last resort that agencies and school districts come to (and we certainly don't recommend it!). But if someone has violated your policy multiple times and is disrupting the discourse on your page, if you have substantial supporting evidence and a documented warning of you asking them to stop, at that point, it may be suitable to block that user. Alternatively, someone might make a false claim that you blocked them when you, in fact, did not. The capture of a blocked list will allow you to create a timeline in collaboration with your records to support your case.

Blocked Lists is a feature of the ArchiveSocial archiving product. It provides the lists of users and pages blocked by a social media account, as well as when the block occurred and what led to it. This list is updated daily and available to access and export at any time. So you can always feel prepared with clear timelines and strong supporting evidence to defend your actions and prove a false claim, timeline of events, or if your social media policy was followed correctly.

Blocked Lists Benefits
Blocked Lists help you:

Eliminate Manual Work. Create and maintain a single list of all blocked users and pages, for all of your managed accounts in one secure location, that is updated daily and available to access and export at any time.

Manage Trolls. Keep track of the timeline for when a particular user or page was blocked or unblocked from an account, as well as your account's communications to and from a blocked user or page.

Provide Evidence. Have confidence in your block and equip your entity with clear timelines and strong supporting evidence to defend your actions and prove a false claim, timeline of events, or if your social media policy was followed correctly.

Gain Full Supervision. Leverage insight you may not normally have to see who's blocking users for every account across your entire organization, so you can ensure your internal policy is followed correctly and even help avoid legal risk.

HISTORICAL ARCHIVES

For organizations that have not been maintaining records of social media, it is important for existing account history to be included in a complete archive.

Additionally, social media portfolios can evolve over time with different networks falling in and out of use as the popularity of sites fluctuates. However, even if a page is removed, records of that content must continue to be stored and maintained for organizations to stay compliant. With ArchiveSocial, when social media accounts are retired, they can be set to historical status. The data remains in the archive and is fully exportable and searchable.

ArchiveSocial collects all the available data from existing social media accounts, including historic data. Continual re-verification of the entire social media account ensures changes to old content are detected and stored, and allows ArchiveSocial to accommodate changes to a social network's features.


ArchiveSocial.com
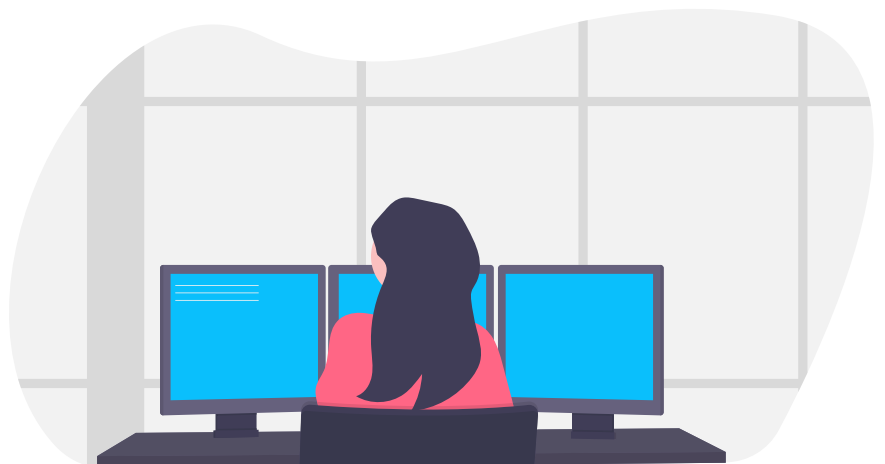
IMPORTANCE OF METADATA

There's more to the records created on social networking platforms than what you see on a screen. All social media communications have underlying metadata that contains important information about each communication. This metadata includes user IDs, timestamps, and other information not displayed on a webpage. Correctly capturing records of social media requires more than taking screenshots or copying HTML – the metadata is a crucial part of the record.

ArchiveSocial connects directly with each social network to capture and preserve not just what is displayed on the platform, but also the underlying metadata, in its native format.

> *As a public entity, we are required by law to be able to reproduce that information if there is a public request for it, an open records request. That is not something we are capable of doing without having some type of system in place that actually can go out and get what they call the metadata.*
>
> **April Warden, County Administrator for Seward County, Kansas**
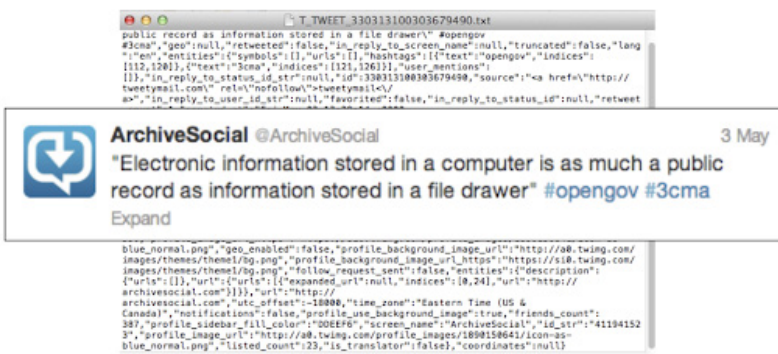
RICH DATA SHOWS A BETTER PICTURE

Social media posts can be more than simple text. In fact, they should be; images, GIFs, and videos make your content more dynamic and interesting. But graphics pose new archiving and records management challenges compared to simple text.

A photo, for example, should be preserved at full resolution rather than as a link or thumbnail only. This ensures no data is lost.


HIGH RESOLUTION   **LOW RESOLUTION**

Regardless of the device or network used to transmit communications, ArchiveSocial captures each of the various data formats used in social media and presents the resulting records in an intuitive interface.

DIGITAL SIGNATURES FOR BETTER ACCOUNTABILITY

Proof of authenticity is a critical requirement when providing electronic records as evidence in regulatory and legal situations.

Investigators and courts must be assured that a social media record was not falsified or altered using a web page editor, image manipulation software, or some other means. Simply crawling or scraping a page fails to provide comprehensive records for legal protection and can leave organizations and agencies at risk.

Our solution includes a trusted timestamp and digital signature with each record stored in the archive. This digital signature proves that the data existed at the specified time in history and has not been edited or falsified in any way.
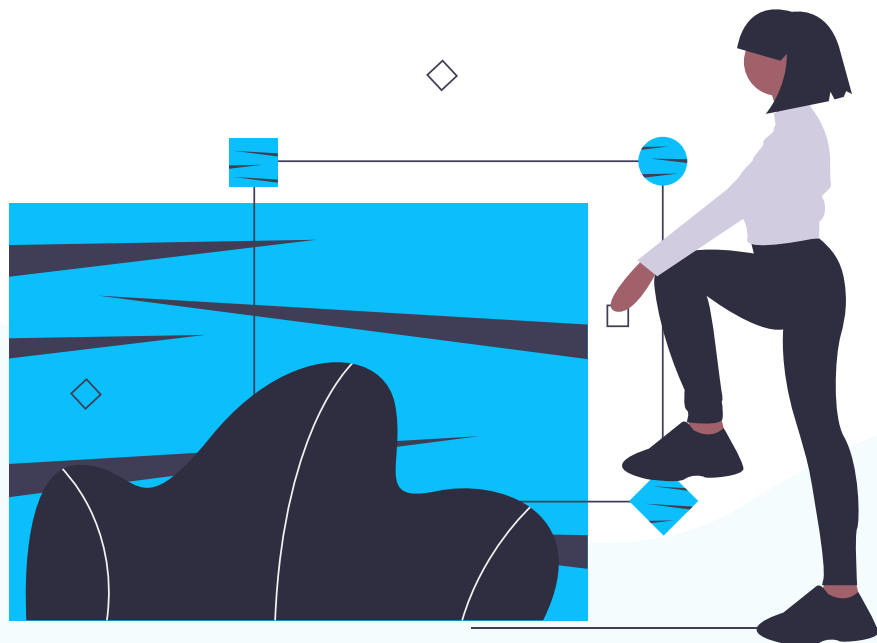
SEARCH AND TAGGING FOR BETTER TARGETING

Searching through years worth of previous posts, tweets, and comments is a challenge without advanced search and tagging tools. Our sophisticated search engine and custom tagging system allows government agencies and school districts to organize and filter archived content. This makes finding the needle in the haystack easy.

ArchiveSocial's advanced search and filter features give agencies the ability to search across all of an organization's social media using keywords, date, network, username, content type, or tags.

Custom tags for content make it easy to organize archives. Filters can quickly refine results, including the capability for finding records that have been deleted. With ArchiveSocial's user-friendly interface, finding deleted content becomes an easy task.

IN FOCUS: HOPKINTON, MA

When the town was using a scheduling tool to schedule posts for their Facebook and Twitter accounts, they experienced a glitch that caused all of the pre-scheduled posted content to be deleted from the social media networks. The Director of Technology was able to use ArchiveSocial to retrieve all of the deleted posts from their archive.

If something like that had happened when we weren't archiving, it would have been a disaster

April Warden, County Administrator for Seward County, Kansas
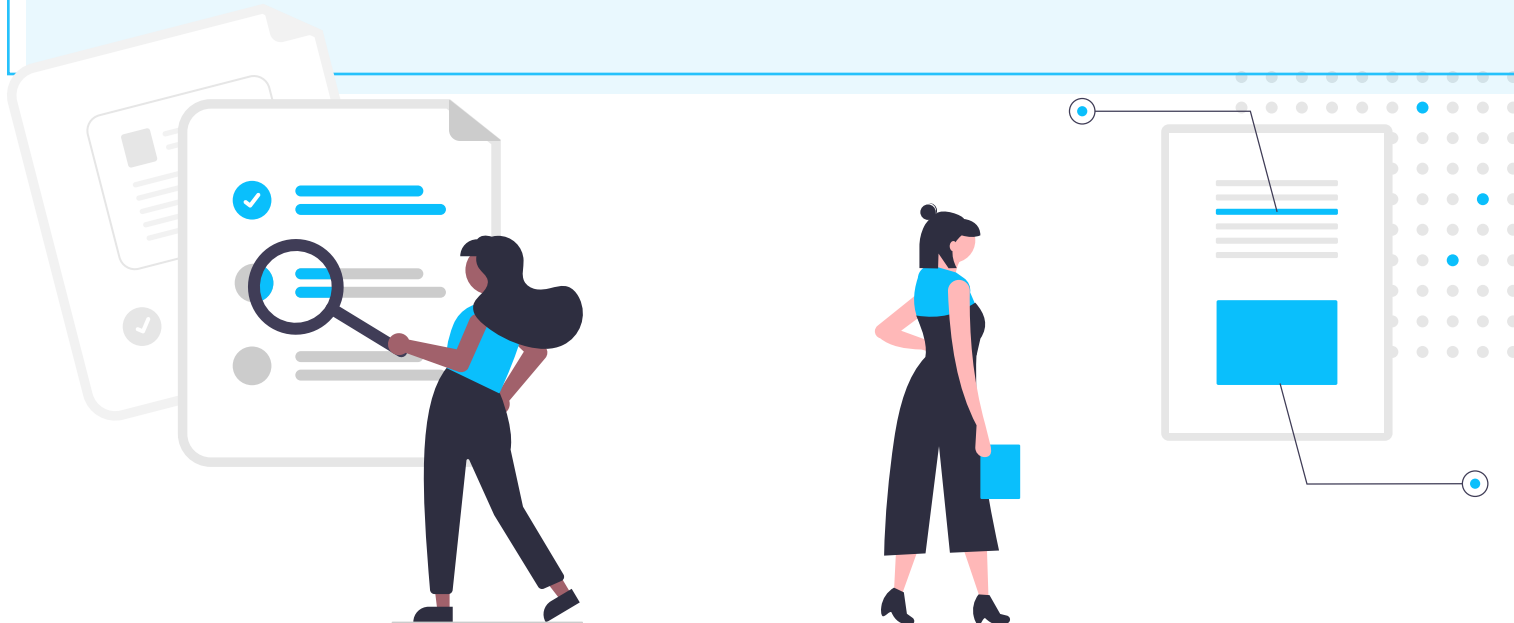
RECORD EXPORTING AND REPORTING

An archive is only as good as its ability to produce records.

ArchiveSocial can export social media content to a variety of formats including PDF, HTML, and Excel. This makes it easy and efficient for organizations to perform exports on demand and produce presentation-ready PDFs with highlighted search results and detailed export descriptions.
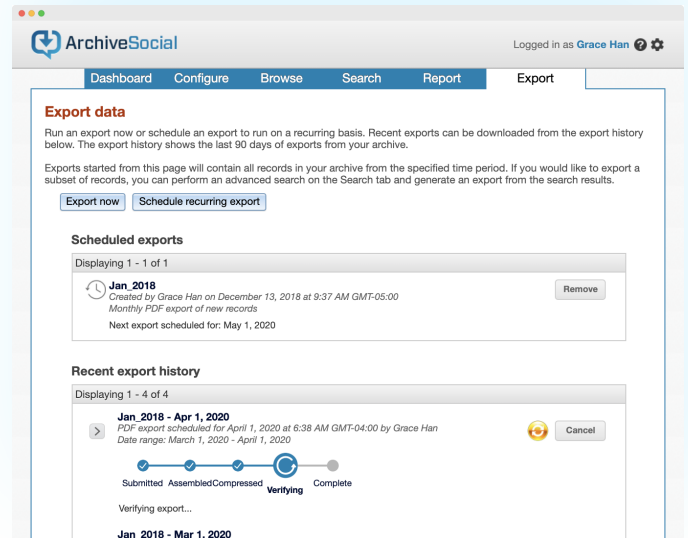
If I can't easily get it out to people when they're asking for it, it doesn't do me much good. With [ArchiveSocial], I can email or post it usually the same day I receive the request — often in minutes — literally saving hours for every request.

Sgt. Christopher Fulcher, Vineland Police Department
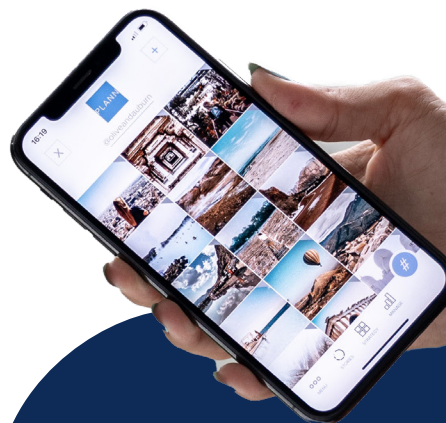
TECHNOLOGY

Whether public entities' social media portfolios are managed by a single individual or distributed across several departments, a centralized social media records archive is the key to efficient and cost-effective compliance.

What's more, organizations need to be able to connect accounts to an archive quickly and easily without collecting personal login information from multiple users or granting blanket access to all of the data in the archive.

ArchiveSocial is a cloud-based solution that requires no software installation or IT expertise, all you have to do is log in to your accounts! It simplifies deployment across organizations and enables organizations to automate social media record-keeping in a matter of minutes.

On average, our customers are up and archiving their entire social media presence in under 20 minutes.

> *We have received multiple data requests on a recent controversy. The support team walked me through how to do a very precise search and was knowledgeable about the nature of data requests... I can only imagine the amount of time it would have taken and the mistakes that might have been made had we done this manually.*
>
> **Jacqueline Smith, City of St. Louis Park, MN**

SECURITY

Levels of Access

In many organizations, individuals requiring access to social media records can cross departments and have different needs. While some users may want to tag and manage records, others may only need to view records.

ArchiveSocial allows three levels of access to suit an organization's needs, including Full Administrators, Read-Only Administrators, and Social Media Account Owners. The levels facilitate additional opportunities for collaboration while helping organizations maintain control.

FULL ADMINISTRATORS

READ-ONLY ADMINISTRATORS

SOCIAL MEDIA ACCOUNT OWNERS

USE RULES TO FOLLOW RETENTION AND DISPOSITION GUIDELINES

Public entities may have retention guidelines that apply to social media. If so, organizations need a social media archive that allows for rules-based disposition. If certain content needs special consideration, flexible retention rules are key.

ArchiveSocial allows organizations to control the retention period of records through customizable disposition rules. All records can be reviewed before deletion. This flexibility allows the user to customize their archive while maintaining the greatest level of compliance.

Social media content is subjective to the Records Retention and Destruction Schedule established by the Department of Records for the agency, whether or not the social media is currently posted on the agency's site(s)...Agencies are responsible for making and retaining such postings, as required by the agency's Records Retention and Destruction Schedule.

PRODUCT SUITE

ArchiveSocial's social media archiving and website archiving products provide the most accurate and comprehensive solution to help government agencies, school districts, and other public organizations remain compliant with public record laws and actively manage risk online.

WEB SNAPSHOTS

RISK MANAGEMENT AND ANALYTICS (RMA)

OPEN ARCHIVE

SNAPSHOTTING YOUR WEBSITE

Social networking sites and websites are the primary mediums by which government agencies and school districts communicate with the public. It's critically important agencies are able to efficiently and reliably manage communications across each of these mediums as public records.

While agencies must use an archiving solution like ArchiveSocial to capture social media records, the majority of record information presented across a website is already in the agency's control.

However, website records are often distributed across a variety of systems such as Content Management Systems (CMS), back-end databases, and backup systems. These systems as a whole present a challenge to centralized web record retention and fulfillment of public records requests. Agencies need help managing their web records as effectively as they manage their social media records.

ArchiveSocial Web Snapshots supplements an agency's existing approach to website records management by providing automated capture, search, and export capabilities of website content.

- **Ensure records from across your agency's entire web presence are centralized and searchable.**
- **Maintain a single records management source to easily manage both your social media records and website records, with an intuitive and dynamic interface.**

This is especially important for larger government entities and school districts with multiple sub-agencies or individual schools that manage their own websites.

Web Snapshots automatically archives a snapshot of how a website was displayed to citizens to supplement the website data already maintained by their Content Management System (CMS).
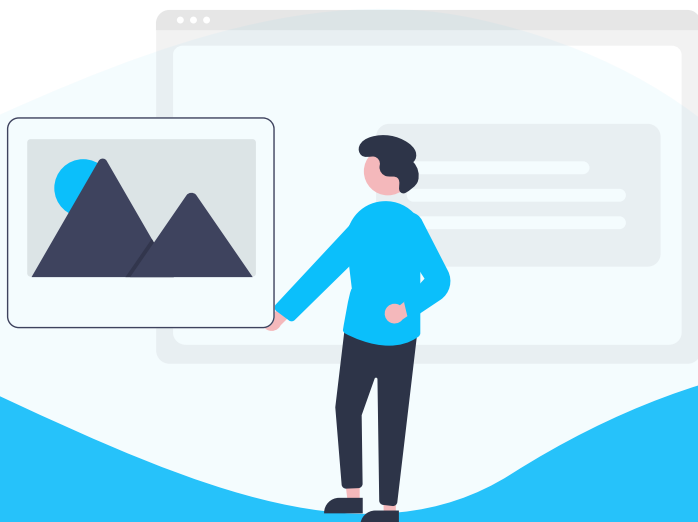
RISK MANAGEMENT

Agencies with active social media engagement create positive relationships and gain insights into community issues. Unfortunately, not all interactions online stay positive. Negative posts and comments can lead agencies into First Amendment issues or even public safety concerns. When posts and comments bring legal issues, a social media archiving solution should provide assistance in actively managing risk and enforcing social media policies.

ArchiveSocial's Risk Management and Analytics (RMA) suite work in conjunction with the base archive to provide monitoring, alerts, and analysis tools.

ArchiveSocial reconstructs social media conversations – pulling individual comments back into their corresponding threads – to create easy to understand content exports. This solution makes it easy to respond to records requests or other discovery or investigation needs with full context.

RMA is not only for challenging and difficult world events, it's also a valuable daily-use solution that enhances the control and visibility of your social media so you can make swift decisions, rapidly solve problems, and leverage visible, actionable data for continuous improvement. Here are 5 ways adding RMA can benefit your social media efforts long term.

1. Reduce Your Risk. Get immediate alerts about inappropriate content for efficient and effective moderation.

2. Increase Your Focus. Receive automated monitoring and alerting so you can focus on what matters to you the most.

3. Improve Your Response Time. Respond quickly to questions and comments, ensuring accurate information is conveyed in a timely manner.

4. Enforce Your Policy. Uphold your public entity's reputation by moderating content that violates your terms of use, such as violent or obscene comments.

5. Prove Your Effectiveness. Communicate to stakeholders and improve the impact of social media campaigns through standardized reports and meaningful insights into commenter sentiment, engagement levels, and platform usage.

We put in a list of maybe a hundred words — keywords. If it says 'shooting,' 'hurt,' 'blood' — any threat — they will notify me and I can notify the principal and notify law enforcement if need be.

Sherrie Johnson, Stafford County Public Schools, VA

OPEN ARCHIVING: A PROACTIVE SOLUTION

Provide the highest level of transparency to your communities by making your social media records open to the public with Open Archive, a public access portal.

The portal gives citizens the ability to search and locate social media records at their convenience. As a result, government agencies and school districts can minimize the cost and overhead of fulfilling public records requests.

- **Grant public access to your archive through your website**
- **Allow citizens to locate records without using staff time**
- **Provide complete, searchable data for academic research**
- **Create transparency and promote open government**

www.cityofdallas.gov.archivesocial.com

SUPPORTED NETWORKS & CONTENT

Saving Your Presence Across the Web

Government agencies and school districts use different platforms to reach varied audiences with unique content. With ArchiveSocial, you can manage and organize your social media data in one secure location, collaborate with different access levels, and quickly search/view/export any content you need, whenever you need it in an easy to understand format.

ArchiveSocial preserves social media records from all of the most popular platforms in one archive to make it easy to access all social media content in one location. We support Facebook, Twitter, YouTube, Instagram, LinkedIn, Vimeo, and Pinterest – all in one archive.

SOCIAL NETWORK	CONTENT-TYPE
Facebook Group	Profile, timeline posts, comments,
Facebook Page	Album, event details, event discussions, message threads, photos, profile, blocked lists, posts, comments, reviews, video, timeline posts
Facebook Personal	Album, message threads, photo, timeline posts, comments
Linkedin Personal	Private messages, profile, shares, posts, comments
Linkedin Company	Profile, posts, comments, shares
Instagram Personal	Media, profile, posts, comments
Instagram Business	Media, profile, stories, mentions, images, videos, posts, comments, replies
Twitter	Likes, mentions, direct messages, profile, tweets, periscope comments
Youtube	Uploads, posts, comments
Flickr	Photos, profile, posts, comments
Pinterest	Pins, profile, posts, comments, replies
Vimeo	Profile, videos, posts, comments

ARCHIVESOCIAL CAN MAKE ALL THE DIFFERENCE

ArchiveSocial is the social media archiving solution that helps government agencies and school districts maintain the greatest level of compliance and transparency when online.

With no software to install or network interference, ArchiveSocial connects to your social media platforms and organizes your accounts (profiles, pages, groups). After that, you're in complete control with full functionality to update settings, engage from your accounts, view your data, and more.

IN FOCUS: WASHINGTON, EVERGREEN SCHOOL DISTRICT

School districts are sharing critical and sometimes controversial information on social media, and they need to be prepared to produce records of their communications in the event of a public records request.

The Washington Evergreen School District was using social media to share information about a construction bond that was on the ballot in their city, and they ran a social media campaign to educate the public about how the bond money would be used. They created 20 videos on social media – one for each school in the district – to show the public plans to tear down and rebuild the schools that needed updating, and each post received a flood of comments, most of which were positive, but some of which were from detractors.

A local paper was reporting on the controversy, and they issued a public records request for all social media posts and comments related to the construction bond. Because the district has an archive with ArchiveSocial, they were able to easily search for and produce the hundreds of posts and comments about the bond on Facebook, YouTube, and Twitter, and share them with the newspaper.

READY TO SPEAK WITH SOMEONE ABOUT YOUR SOCIAL MEDIA ARCHIVING NEEDS?

Visit ArchiveSocial.com or call (888) 558-6032 today.

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